



Missouri Travel Barometer
August 2016 Report
(Data available as of 9/09/16)

The Missouri Division of Tourism research team analyzes a range of tourism research metrics in order to provide the Missouri travel industry with a monthly *Missouri Travel Barometer*. Updated monthly, the barometer shows key travel indicators that - at a glance - illustrate various measurements that affect Missouri's tourism industry and are indicators of its health.

August Report Highlights

Lodging Statistics: 2016 Calendar Year to Date through July

According to Smith Travel Research, Missouri's statewide lodging demand, occupancy and revenue have shown positive growth compared to the same time period last year. When compared to our surrounding, competitive states, Missouri has shown stronger growth in Occupancy, Demand and RevPAR while other states are showing stronger growth in ADR.

Missouri Lodging:

Demand up 3.3% -- Occupancy up 3.3% -- ADR up 2.6% -- RevPAR up 6.0%

SIC Tourism business sales and tax collections: 2016 Calendar Year to Date through June

- For FY16, a 4.7% (\$583.7 million) sales revenue increase is indicated by preliminary reports on 17 SICs for July-June
- For CYTD16, a 3.9% (\$240 million) sales revenue increase is indicated by preliminary reports on 17 SICs for Jan-June
- May 2016 saw a 0.9% (-\$10.2 million) sales revenue *decrease* compared to May 2015
- June 2016 saw a 0.45% (\$5.4 million) sales revenue increase compared to June 2015

Website Visits: 2016 Calendar Year to Date through August

- Total web visits (main site and mobile visits) were up 13.0% for August 2016 compared to August 2015
- Total web visits (main site and mobile visits) were up 0.31% for January-August 2016 compared to last year

Responses to MDT advertising (requests for travel guide via phone, website, email, etc. or sign up for a newsletter that is emailed based on travel interests): 2016 Calendar Year to Date through August

- 129,425 responses for 2016 YTD – a decrease of 10.2%
- Base markets currently show the strongest growth – up 7.6% for Jan-Aug 2016 compared to the same period in 2015
- There has been a drop of 22.7% in responses from markets where we do *not* advertise

Welcome Center visits: 2016 Calendar Year to date through August

- For CYTD 2016 the centers are up 10.3% for January-August 2016 compared to the same period in 2015
- For the month of August alone, the centers were up 3.3% compared to August 2015

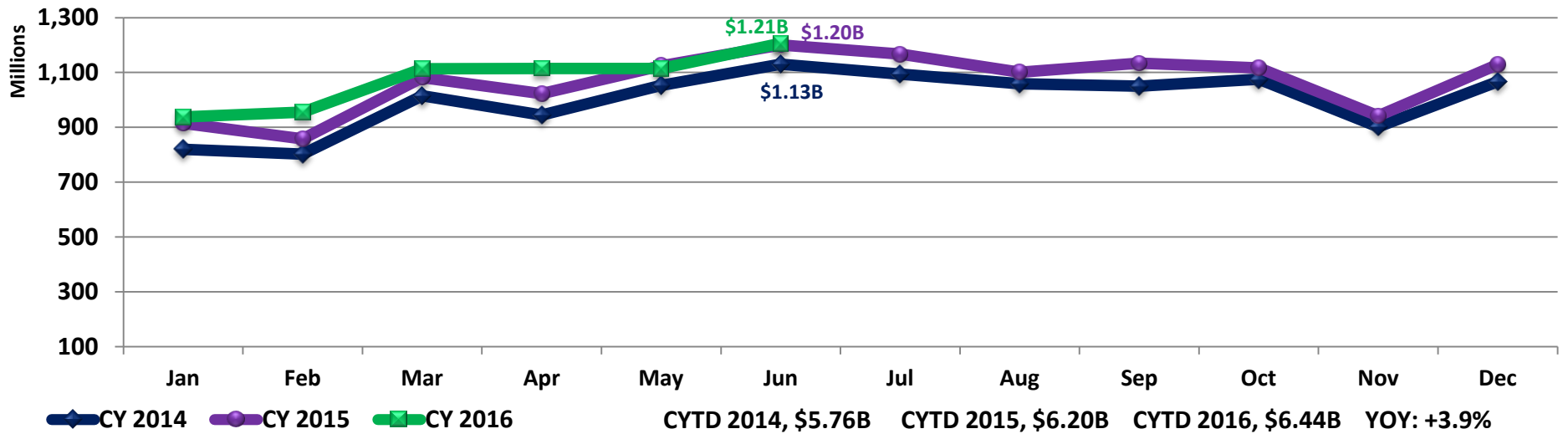
Commercial airport deplanements: 2016 Calendar Year to Date

- Joplin up 9.1% for January-May 2016 compared to the same period in 2015
- Kansas City up 5.5% for January-July 2016 compared to the same period in 2015
- All airports up 7.2% for January-May 2016 over Jan-May 2015

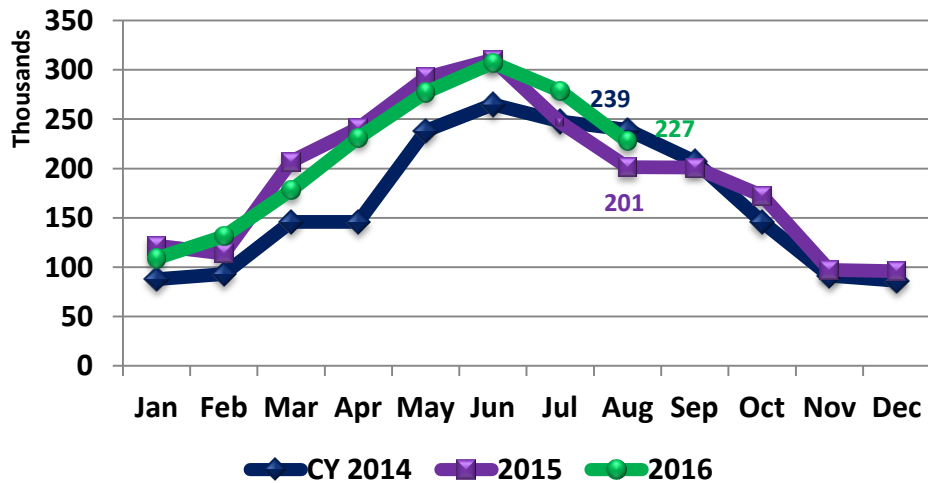
Brand USA Partners on VisitTheUSA.com: Website Activity 2016 Calendar Year to Date through August

- Missouri's homepage on VisitTheUSA.com had 8,307 visits from January-Aug 2016 (1,132 during August)
- Top five countries viewing Missouri's page during July were Brazil, India, Japan, France, and United Kingdom
- Trip Ideas links received 457 clicks during January-August 2016 (72 during August)
- City Partner links received 319 clicks during January-August 2016 (39 during August)

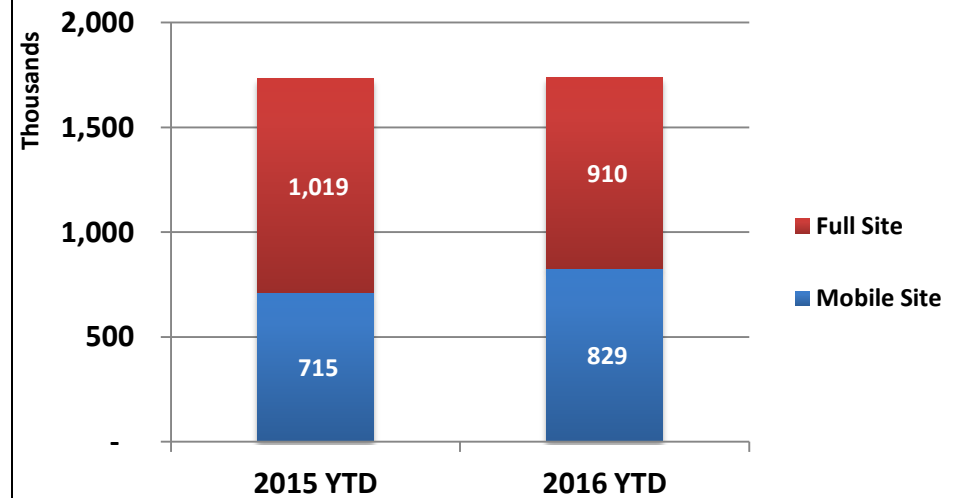
Sales Revenue from 17 Tourism SICs



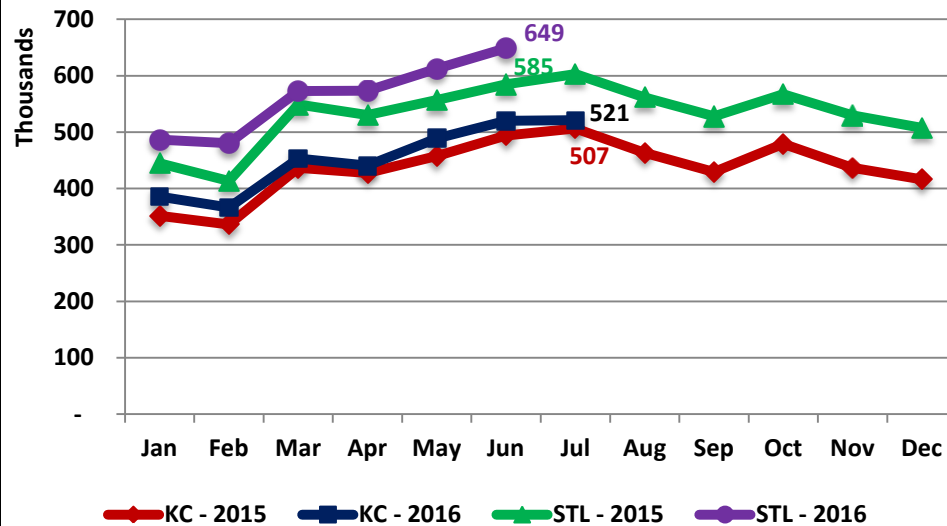
Visits to VisitMO (Full & Mobile Sites) by Month



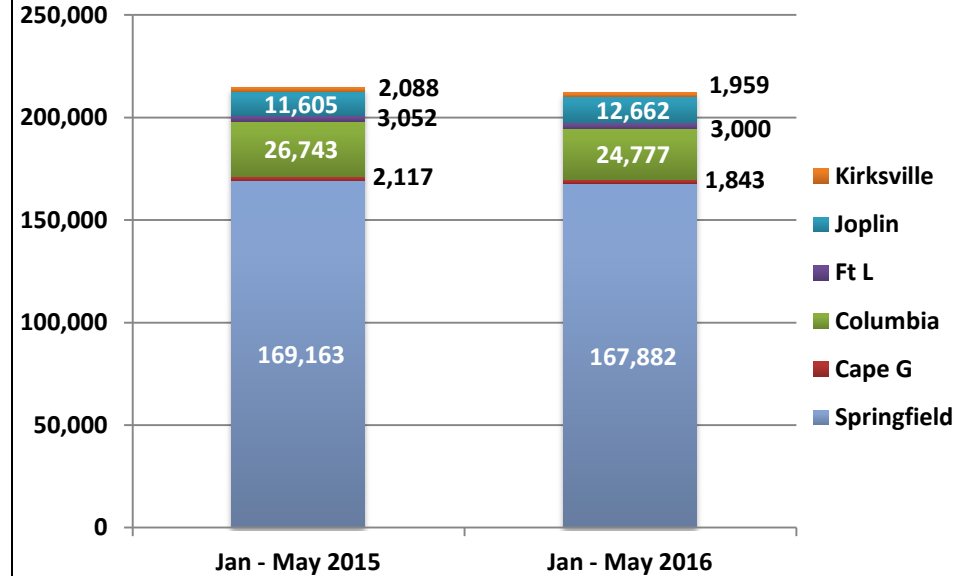
YTD Visits to VisitMO by Site



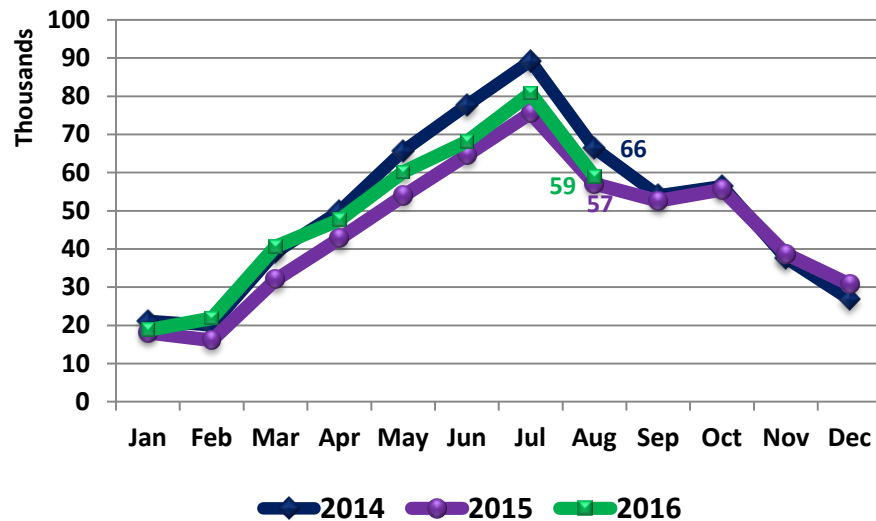
KC & STL Airport Deplanements



All Other Airport Deplanements



Welcome Center Visitors



Responses to MDT Advertising

